

211 California hereby files this Annual Report to the Director of the Communications Division of the California Public Utilities Commission pursuant to Decision 11-09-016, Appendix A.

**I. Discussion of Lead Entity's Compliance with these and all other rules governing the performance of its duties:**

211 California certifies that it was in compliance with the requirements set forth for the Board of Directors under section 2.a.i - 2.a.v and 2.b.i during 2017.

**List of Board of Directors for 2017:**

1. Gary Madden, Director, 211 San Bernardino County, United Ways of the Inland Empire
2. Maribel Marin, Executive Director, 211 Los Angeles County and President, CAIRS
3. John Ohanian, President and CEO, 211 San Diego County
4. Richard Abrusci, President and CEO, Goodwill Industries Sacramento Valley & N. Nevada (211 Sacramento)

**II. Review of activities performed in the past calendar year, including but not limited to those listed below in Item 5 of these rules:**

**A. Overseeing and monitoring the implementation of Alliance of Information and Referral Systems (AIRS) Standards, and any additional California-specific quality guidelines and performance requirements that 211 service providers develop with the Lead Entity:**

Monitored the adherence to AIRS Standards through tracking agency accreditations via annual communications with AIRS on agency Accreditation and staff Certifications.  
No agencies received accreditation this year.

**B. Organizing a network for coordinated, mutual assistance response when faced with a local or regional disaster or emergency that would lead 211 call centers to receive more calls than they are able to answer:**

Organized and held 211 network meetings that included coordinating mutual assistance response for local or regional disasters or emergencies:

1. March 12, Joint Board/Network Collaborative Meeting
2. March 5, 2017 Joint Board/Network Collaborative Meeting
3. June 9, 2017 Joint Board/Network Collaborative Meeting
4. July 11, 2017 Joint Board/Network Collaborative Meeting
5. August 8, 2017 Joint Board/Network Collaborative Meeting
6. August 28, 2017 Joint Board/Network Collaborative Meeting
7. September 18, 2017 Annual Summit
8. November 13, 2017 Joint Board/Network Collaborative Meeting
9. December 13, 2017 Joint Board/Network Collaborative Meeting

**C. Soliciting, allocating, and managing funding for statewide 211 activities:**

Current Assets: \$28,943.67

Revenue: Self funding (dues): \$105,727.37

In discussions with United Way World Wide's National Data Repository workgroup on potential revenue sharing for participating 211s.

**D. Determining methods for assuring coverage in counties not yet served by 211:**

SB1212 was enacted in Fall 2016 which allocated \$1.5M for launching 211 in unserved areas. 211 CA has partnered with California Public Utilities Commission to plan implementation of this bill.

211 CA sponsored Assembly Bill 844, authored by Assemblymember Autumn Burke and it addresses minimum standards for the system navigation grants created by Proposition 64 (Adult Use of Marijuana Act, AUMA) to ensure easier access to drug treatment for Californians. The system navigation grants AB 844 addresses are only to provide Californians with access and connection to treatment - they do not address the treatment services or providers themselves. AB 844 establishes minimum, common sense standards to ensure the system navigation grants effectively connect more people who have substance abuse/mental health issues to the critical help they need when they reach out for help. AB 844 was carried over to the 2018 legislative session.

**E. Negotiating on behalf of 211 service providers with statewide and regional agencies and organizations that may be interested in contracting for services that span more than one 211 call center coverage area:**

Numerous 211's entered into negotiations with their county governments to implement coordinated entry system for homeless populations; ongoing development of a multi-county collaboration with transportation authorities to develop 211 Ride, a portal that will contain both the daily public transportation schedule for all public transportation services and the 211 database transportation resources like all dial-a-ride, shuttles, etc. Current Counties participating in this project include Riverside, San Bernardino, Los Angeles, Orange, and Contra Costa Counties.

**F. Providing oversight and management to those statewide and regional contracts that are established:**

No statewide contracts were active/procured during this time period.

**G. Collecting, analyzing and reporting data regarding call volume and outcomes, contract monitoring, staff training, quality control, gap analysis, and other areas as mutually agreed:**

211 CA produced data reports on problem needs, and 2-1-1 calls/texts/emails handled annually by each 211 state-wide entity and overall. In 2017 a total of 2,175,735 needs

were reported; and 1,537,913 contacts handled statewide.

**H. Setting up a redundant statewide telecommunications systems through the 211 Emergency Network operating in California:**

No activities were conducted during this time period.

**I. Because Emergency Response and Recovery Only 211 services are complementary to first responder and other emergency services, coordination is primarily focused around procurement and/or verification of information that needs to be communicated to impacted residents and the general public. In addition to receiving California Emergency Management Agency incident reports, a Lead Entity will work to get placed on the alert notification systems or web based emergency operations center (Web EOC) management databases of local emergency management agencies in unserved areas. A Lead Entity will communicate with these local emergency management agencies to inform them in the event of a disaster, the statewide 211 network has been activated so that they can alert and inform the public about 211 service availability.**

Coordinated with EOCs from multiple counties regarding various weather and public health related events. See attached after action report.

**J. Perform call analysis and assess effectiveness and penetration of disaster related information within county or locality served:**

No activities were conducted during this time period.

**K. Act as liaison with governmental, non-governmental, and voluntary organizations that 211 service providers work with during both normal periods and emergencies:**

Acted as a liaison with organizations such as Join Committee on Emergency Management, Cal Fire Chiefs Administrative Fire Services Section Education Forum, Assembly Committee On Communications And Conveyance, Transportation Authority, Whole Person Care, United Way WorldWide and others.

Provided advocacy and consultation in regards to AB844, AB1250 and SB1212; which all would impact the work of 211s statewide.

**L. Ensure that the public is aware of 211 service during an emergency, develop a redundant statewide 211 telecommunications system throughout California:**

Presented at the Informational Hearing on “Sounding the Alarm: An Explanation of Emergency Alert Systems in the Wake of the Recent Fires from Los Angeles to Napa and Sonoma, before the Joint Committee on Emergency Management and Assembly Committee on Communications Conveyance on December 4, 2017.

Presented a general 211 informational session at the Statewide California Fire Chiefs Administrative Fire Services Section Conference and Educational Forum on March 30th in Anaheim.

**M. In order to ensure the provision of the 211 service during an emergency, develop a redundant statewide 211 telecommunications system throughout California:**

- Whittier Fire, Ventura County - 211 Ventura not officially activated by their OES, but provided caller support via phone and text
  - Set up a Spanish language information text campaign and translated resources from English to Spanish
  - Santa Barbara OES utilized 211. OES inadvertently pushed evacuation notifications without notifying 211 resulting in 800 texts and up to 200 texts in cue. An updated message was pushed via text with updated information. Received more text traffic than phone traffic.
  - Making a recommendation to National Partners regarding the expansion of the business unit in InContact to cover 211s across the country
  - Retrieved public information from the County's website and translated details to digestible information for the general public before publishing
  - Maintained an updated list of evacuation areas and updated information from the moment received
  - 211 Ventura staff reached out to OES to express the need for clearer and more frequent information provided to the general public. OES responded by personally updating 211's database (iCarol)
- Creek/Rye/Skirball Fires, LA County- 211 LA as a contractor to LA County OEM but not with the City of LA, which is where the largest fires were taking place, and thus not activated to handle calls
  - 211 LA staff were dispatched to the joint County/City Local Assistance Center to take damage reports
  - Retrieved information directly from OES before sharing with public and updating the database
  - Shared Spanish resources on social media and website

**N. Develop an infrastructure and trained staff familiar with the populations that will be served by 211 during both normal periods and emergencies:**

Presented to Joint Committee on Emergency Management, Northern California's Regional 211 Meeting, and Administrative Fire Services Section Education Forum on 211's role during normal and emergency periods.

**III. Within 60 days of the end of a declared emergency, a Lead Entity must electronically serve any reports issued to other agencies by it and its members regarding a specific declared emergency, to the Director of Communications Division and its successor divisions.**

List of After Action Reports for Declared Emergencies in 2016:

# 211 California Annual Report 20



1. Lilac Fire
2. 211 California Network Disaster Response

*See Attached After Action Reports.*

